

# The Tiger

HE ROARS FOR CLEMSON

Vol. No. 32

CLEMSON, S. C., FEBRUARY 24, 1938

No. 19

## Glee Club Makes 1938 Debut

### Mrs. Cochran Is Director Of Group

The Clemson College Glee Club under the direction of Mrs. Harold Cochran, made its concert debut in the college chapel Tuesday, February 22.

The program was featured by such capable performers as George Rex, baritone; violinist, H. C. Copeland; accordionist, Henry Martin, C. S. Lane and others.

The entire club, the Y quartet, and the soloist were well received by the attending campus residents and cadets.

#### Personnel

Following are members of the musical organization:

Sanders, R. H.; Truluck, J. W.; Stokes, F. H.; Guerry, F. P.; Jay, J. E.; Gregory, J. I.; Matthews, W. B.; Courie, A. G.; Simmons, C. L.; Rhodes, F. M.; McKinney, W. P.; Lanham, T. E.; Riddick, P. A.; and Sharpe, W. B.; Boliver, W. C.; Smith, J. T.; Anderson, C. E.; McClanahan, W. A.; Henriquez, G. D.; Manning, W. H.; Copeland, J. F.; Garrison, J. S.; Barnwell, B. S.; Honeycutt, R.; Spires, C. E.; Switzer, J. E.; McMillan, J. A.; Kivett, T. L.; Culler, J. C.; Culbreath, J. E.; Wentzel, D. B., and Henderson, R. P.

Henry Martin is accompanist. The officers are: C. S. Lane, president; G. L. Rex, vice president; L. G. Fogle, treasurer; H. P. Moore, business manager.

#### PRINTING

A talk entitled "Some Economic Teachings of the Bible," by Dr. G. H. Aull, is being printed by The Baptist Courier in serial form.

The first installment will appear in the issue of February 24, 1938.

## Plans For Engineers Day Pushed By Chairman King

### Students Take Wasserman Test

Fifty students voluntarily took the Wasserman and Kahn tests for syphilis at the Clemson College hospital Tuesday.

This action grew out of Mr. Milford's recent talk to the Junior Y Council on the contraction and scientific diagnosis of venereal diseases in which he invited all students interested in taking these tests to come to the hospital in a group.

"Students should not be compelled to take the tests. However, they will want them when they have been educated concerning venereal diseases," states Dr. Milford.

### Lawton To Head Gamma Alpha Mu

Three New Gamma Alpha Mu, honor writer's fraternity, officers were elected by acclamation at the meeting held Tuesday night.

Tom Lawton of Garnett was named president; Earl Mazo of Charleston, secretary; and Jake Smith, of Jersey City, historian.

Outgoing president Joe Seawell, of Greenville, appointed Tom Stanley, Ben S. Jordan, and J. Cornish Wilkinson as a committee to serve with Professor John D. Lane, fraternity advisor, for arranging the forthcoming banquet which is to be tendered in honor of the seven recently initiated members.

The biennial Clemson Agricultural-Engineering Day will come on March 18-19-20, Chairman Nick King, of the executive committee, announced today.

The show will be open for a total of sixteen hours during the three day period. The hours are: Friday, 18, 3-5 and 7-10 p. m.; Saturday, 19, 10-12:30 a. m. and 2:30-5 and 6:30-9 p. m.; Sunday, 20, 2-5:30 p. m. As an added attraction there will be a dress parade on Friday afternoon.

#### 5,000 Invitations

Cadets have planned an extensive advertising campaign. Five thousand invitations have been printed and will be mailed to alumni and those Carolinians who are interested in the development of architecture and engineering by this school. They are available to students in room 257. In addition the committee has placed an order for some three thousand automobile stickers that will carry an invitation and a small portion of the program.

### Former Tiger Editors Hold News Clinic

George Chaplin and Harry Ashmore conducted the Tiger news "clinic" Monday night.

Both men are former Tiger editors. Chaplin is now city editor of the Greenville Piedmont and Ashmore is a staff member of the same daily and author of that popular column, From Where I Sit.

## Frosh To Present Journeys End

### DANCE SCHEDULE

With the signing of Glen Gray for Taps Ball, Central Dance Association officials have been able to set a definite schedule for the dances for the remainder of the school term. The following dates are official:

Military Ball—March 11, 12.  
Block "C"—March 25, 26.  
Taps Ball—April 22, 23.  
Junior-Senior—May 6, 7.  
Finals—May 27, 28, 30.

### Holcomb Confers With Economics Staff

E. J. Holcomb, Agricultural Economist of the Agricultural Adjustment Advisory Board in Washington, spent the greater part of last week at Clemson in conference with the staff of the Agricultural Economics Department.

Mr. Holcomb is making a study of Farm Tenancy and Wage Labor in selected counties in South Carolina.

This project, which is being financed by the state experiment station, is being carried on in an effort to determine the relationship of landlord and tenant and the influence of Agricultural Adjustment upon the economic status of the farmers.

The field work of this project is being done by M. H. Sutherland, graduate of the school of Agricultural Economics at Clemson in 1933, and Joe D. Kinard, graduate of the school of Agricultural Economics at Clemson in 1926.

### Voc Ed School Gets Delta Equipment

W. H. Washington, dean of the School of Vocational Education, announced recently that he had received shop equipment for the industrial lab consisting of four or five Delta power tools and motors. The machinery represents the types usually used in public schools.

The machinery is intended to serve two purposes. First, to permit Industrial Education students to develop skill in setting up and operating this type of machinery to a point where they will become skilled operators. Second, to provide an opportunity for school superintendents and trustees to inspect the type of equipment for the use in their industrial education programs.

### Athamor Sponsors Liquid Air Show

A series of interesting experiments with Liquid Air will be presented tonight by John Sloan, noted demonstrator.

Such phenomena as kettles boiling on ice, driving nails with bananas, and other scientific truths will be clearly explained during the demonstration.

The demonstrations are sponsored by Athamor, Clemson Honor chemistry fraternity.

#### GOODALE

"Milk and Its Products" was the subject of Professor B. E. Goodale's recent address, which dealt principally with food values, before a mixed group of 800 students of the Seneca High School. He had given the same speech to the P. T. A. previously.

### Lucas Directing Freshmen In Epic Drama

The rising of the chapel curtain tomorrow evening at 8:30 o'clock will mark the first serious cadet attempt to present a modern play popularly acclaimed throughout the dramatic world.

Written by Robert Cedric Sheriff and based on his own letters from the trenches, "Journey's End" is considered the greatest war play of its kind in its profound simplicity and revelation of character.

Freshmen leaders, under the direction of John Paul Lucas, Jr., of the English Department, have labored enthusiastically to crown their production with success, and they hope to set a precedent that will encourage succeeding classes in similar worthwhile projects.

Cooperation of the Military Department was secured in obtaining necessary costumes.

The ten characters which make up the cast are:

Captain Stanhope, E. P. Huguenon; Lieutenant Raleigh, C. E. Greene; Lieutenant Osborne, D. H. Blakeslee; Lieutenant Hibbert, E. W. Dunham; Private Mason, S. J. Shurtleff; Captain Hardy, Howard Zerbst; Lieutenant Trotter, P. M. Nance; Sergeant Major H. C. Copeland; Colonel, W. B. Williams; German Soldier, R. J. Bischoff. Soldiers are played by B. J. Smith and Melvin Cantrell.

The play committee responsible for making the production possible includes W. B. Matthews, class president; T. E. Lucas, finance; E. O. McMahan, Jr., stage and property; J. K. Benfield, assistant; W. N. Carder, program; H. C. Copeland, tickets; T. Shellander, assistant; J. J. Lever, publicity; G. W. Adams, assistant; W. R. O'Shield, prompter, and Allen W. Sanders (sophomore), technical adviser.

#### CALHOUN LIT

The Calhoun Literary Society experimented with an unusually different type of program.

It was assumed that the society represented the state Senate, and bills were introduced and acted upon accordingly. The venture proved quite successful and seemed to be interesting as well as educational.

### Week's Events

#### Friday, February 25

7:30—Clemson-Citadel basketball game; field house.

After game—Freshman class play, "Journey's End," College chapel.

After Play—Reception for Clemson and Limestone freshmen; Y.

#### Saturday, February 26

3:30 p. m.—Clemson-Georgia Tech swimming meet; Y.

7:30—Clemson-Calhoun high school square dance; Y.

#### Sunday, February 27

1:30 p. m. and 6:00 p. m.—Vespers, reels; Y.

#### Monday, February 28

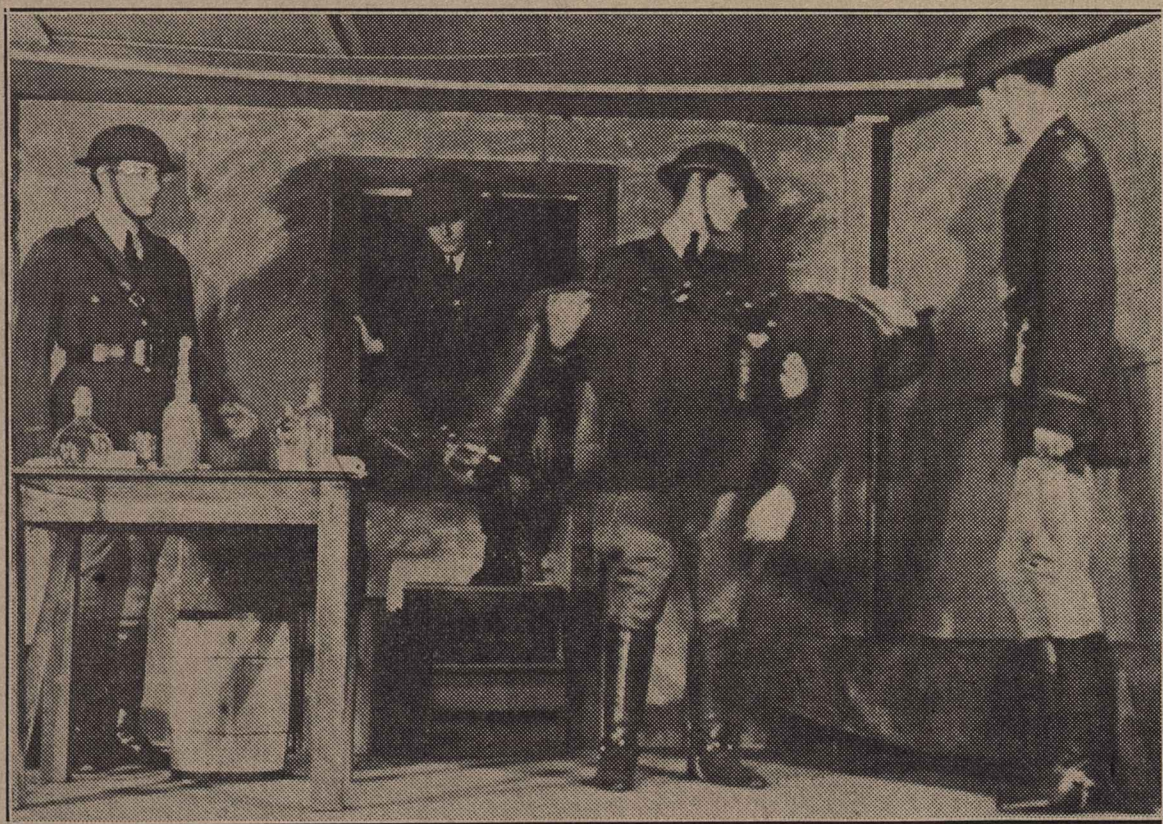
Evening—Y Cabinet, senior, junior, sophomore, freshmen council meet; Y.

8:15 p. m.—A. B. Bryan speaks to Tiger news staff; Prof. Lane's room.

#### Tuesday, March 1

8:30 p. m.—Faculty open house; Y.

Editor's Note: Anyone having note to enter week's calendar, phone 13J during Tiger office hours: 6:30-8:30 p. m. Monday, Tuesday, Thursday, Friday.



AMBASSADORS OF PEACE: Tomorrow night the characters of "Journey's End" come to life on the stage of the Clemson Chapel. Clemson playgoers will see Robert Cedric Sheriff's Captain Stanhope, Lieutenants Raleigh, Osborne and Hibbert and soldiers of their commands, as portrayed by a freshman cast, reveal the full effects of war on the minds of men, their character and personality. Pictured in the final dramatic scene are (left to right) W. B. Williams as the colonel, D. H. Blakeslee as Lieutenant Osborne; P. M. Nance as Lieutenant Trotter; C. E. Greene as Lieutenant Raleigh; and E. P. Huguenon as Captain Stanhope.



## News Briefs

### MOVES

Dr. G. W. Anderson's animal pathological laboratory is being moved from the basement of the Dairy building into the recently remodeled basement lab of the Greenhouse behind the Dairy building. Next fall the vacated lab will be used for research on possible uses for dairy products. The statistical machines which previously occupied the greenhouse basement are now located in the basement of the library.

### FARM INCOME

Dr. D. W. Watkins, director of the State Extension Service, spoke Camden, S. C., on "Other Sources today before the Rotary Club of of Farm Income."

Dr. Watkins suggests sweet potatoes, poultry, hogs, crotalaria for seed, sour beans and peaches as other possible sources of income than cotton and tobacco. This suggestion was made in light of the present plans of the federal government calling for a decrease in cotton acreage from approximately 34 millions to 26 million acres.

### JUDGE

Professor L. V. Starkey, of the animal husbandry department of Clemson, judged at the Augusta Fat Stock Show on February 23 and 24. The next show will be held at Jacksonville, Fla., on March 7 and 8. Professor Starkey will again be a judge.

### AWARD

Swift & Company is offering a free trip to the National Live Stock Show to the animal husbandry student who writes the best essay on the subject, "The Marketing of Meats."

This award, with a course on meat and meat-selling, will be awarded annually.

## On The Up-Beat

### With "Tricky" Owens

We were just about to sign Thomas "Fats" Waller for about ten of our coming dances after hearing him in Greenville the other night. But that was before "Fats" informed us that he couldn't sing any more. He claims he strained his voice singing through a screen door.

Ina Ray Hutton and her All-Girl Orchestra will be on the stage of the Carolina next week. (Adv.) Why wouldn't the Blonde Bombshell and her Bayonettes of Rhythm be quite appropriate for Military Ball?

The girls at Shorter College don't have any Monday classes. In our opinion that would be a perfect week-ending. We think we'll take a quick trip to Shorter, smoke a cigaret on the campus and get restricted there for about a month.

"A mixture of misery and education is highly explosive." We wonder if that is the reason so many of our big-shots blow up and bust us ever so often.

In a recent survey at Furman several of the students named Clemson as one of their pet aversions. We can't actually say that the BSU of the South is an aversion of ours, but we are quite sure that West Greenville is. (Such tough cops.)

Dear Mom:

It seems that we won't be home until spring holidays. Those demerits we got for missing Saturday inspection will keep us here all the time now. We could have sworn that the house detective at that hotel we were in inspected

# Sheriff's Play Strong Plea For Peace

## HOORAY FOR THIS

Clemson's busiest week-end, including a championship basketball game and a freshman play, followed by a social, to which 75 Limestone freshmen have been invited, caused even the military department to grant a respite from the traditional Saturday morning inspection.

Col. C. W. Weeks granted this privilege upon the request of the freshman class officers.

## Architects Locate Sites Of Mansion Buildings

By R. C. Forsythe

Professor R. E. Lee, of the School of Architecture, announced recently that the Architectural Department was engaged on a project of locating the sites of the various outbuildings in connection with Fort Hill, the Calhoun Mansion. Professor Lee stated that detailed measurements had been made of the mansion, and drawings are being made of the buildings as described in old records.

Professor Lee, accompanied by W. A. Fleming, J. W. Linley and C. L. Coleman, architectural students, did some excavating near the old mule barn and unearthed some stone foundations which they believe to be the remains of the old slave quarters. Further excavations will be necessary.

The old mill stood at the foot of the hill below and to the northwest of the mansion, and the carriage house stood near the northwest corner of Riggs Hall. The vegetable garden was between this and the Trustee House, and the spring was located in the ravine near the Dairy Building. The gate to the property stood where the library is now, and a drive led from there to the east side of the mansion.

A plot plan showing these sites will be made by the students, and it is hoped that the college will place markers at the various sites, thus preserving to posterity historical data which up to now has been lost.

## Guernsey Club Condemns SAW Act

President J. F. Hawkins and Secretary S. H. Zimmerman of the South Carolina Guernsey Cattle Club recently announced a resolution of their club to condemn the action of the Southern Agricultural workers at Atlanta, Georgia, in memorializing Congress for the repeal of the 1-4 cent per pound regulatory tax on oleomargarine and to vigorously favor its continuance.

That the removal of the tax would allow misrepresentation and cause confusion in the public mind regarding the sale of a substitute for butter was the prediction expressed by the resolution.

## Fellowship Club Sponsors Safety

Mr. C. M. Asbill, chairman of the Clemson College Highway commission of the Fellowship Club, announced recently that his committee is making plans to add many safety devices on and around the campus.

very thoroughly Saturday morning, or maybe that was Offbeat looking for his collar button.

Keep in touch with us.

## Lucas Speaks To Engineers

J. P. Lucas spoke to the senior mechanical and electrical students here last week on the industrial development of the Piedmont section of the Carolinas.

Manager Lucas of the commercial and advertising departments of the Duke Power company gave an optimistic view on the engineer's task in this part of the nation, and the part he would play in the development of industry. He ended his talk with a challenge to Clemson to turn out the young engineers of quality who must set the pace in the future.

Mr. Lucas pointed out that the fate of this section of the country is bound up in the textile industry, which should be of especial interest to engineering students. He also said that a happy equilibrium between the textile industry and agriculture was all that had saved the Carolinas in the depression, and was the main hope for the future.

Mr. Lucas, who is located in Charlotte, is the father of Professor Lucas of the Clemson English Department.

"The secret of being tiresome," said Voltaire, "is to tell everything."

## By Their Words

You'll have to listen fast; I haven't time to talk with a drawl. —Lippincott.

It takes a little man to get wrought up over a little thing. —Lane.

You have improved a great deal since I met you last September, but of course I take the credit for that myself. —Henry.

Everything comes in cellophane these days except babies. —Hunter.

When I become president, or something, I won't let any newspaper man but a Tiger reporter interview me. —Heath.

## ROTARY

The Anderson Rotary Club observed ladies night on February 15 at the John C. Calhoun hotel in Anderson with the prominent writer, Gee McGee, acting as toastmaster.

Attending this meeting from Clemson were Dr. and Mrs. S. B. Earle, Mr. and Mrs. J. C. Littlejohn, Dr. and Mrs. Lee Milford, Dr. and Mrs. G. H. Aull, Dr. and Mrs. G. M. Armstrong, Mr. B. O. Williams, and Col. C. W. Weeks.

## Tops Efforts Of Silk-Hatted Diplomats

By O. H. McKagen

The noted American critic, Alexander Woolcott, said of the play, "Journey's End." "... there will be no time in your day or mine when, somewhere in the English-speaking world, there will not be an audience sitting silent at a performance of "Journey's End." I think that not in our time will the sun ever set on the play that the little insurance adjuster wrote for the Kingston Rowing Club. I think that not in our time by song, or gesture, or word, or deed has any Englishman so eloquently spoken the cause of peace before the people of the world ... no braided mission, no silk-hatted diplomat sent out since the war began has so fairly represented her."

The most powerful plea for peace that has yet been advanced is the living drama showing the agony of trench warfare. It was the desire to make an accurate portrayal of the effects of war on men's minds that led Robert Sheriff to write the play, "Journey's End," which is to be presented Friday evening in the Clemson Chapel by the Freshman Class of Clemson College.

## L. C. Martin Drug Co., Inc.

P. S. McCollum, Owner

THE OFFICIAL COLLEGE BOOK AND SUPPLY STORE

## Crosley, Emerson, Kadette Radios

Priced from \$12.50 — Terms May Be arranged

## Headquarters For Photographic Supplies

All Makes Of Cameras — Any Size Film

## FOUNTAIN SERVICE

Sodas -- Sundaes -- Sandwiches

A Wonderful Variety of Nationally Advertised

Merchandise for You to Select From!

STUDENTS CHECKS CASHED — NO EXCHANGE CHARGED

Make Our Store Your Headquarters!



## WADE SAYS:

## Four Star Movies Feature YMCA Entertainment

### "Intra Murals"

For the past week the gym has been the haunt of aspiring basketballers. Company rivalry has been fast and furious. The semi-finals found A-2 facing E-2 and F-1 opposed to H-I with H-I and H-2 ever going victorious. Both winning companies have star aggregations with Coyle and Kelley outstanding for A-2 and Bolt and Folger the principal luminaries for H-I.

Next week a consolation tourney will be run to provide an extra chance for those teams eliminated in the first round.

### "Deputations"

The University of Tennessee presented a well-balanced program in the auditorium Sunday. Miss Alice Cox, Miss Jane Helm, C. P. Irwin, Bill Brakebill and Wade Foster took charge of the program, with Mr. Ralph Frost as leader. Large audiences attended both performances.

Next week, Rev. H. O. Chambers, Methodist minister on the campus, will have charge of the programs. Music will be furnished by a group of young ladies from Pendleton.

While cadets were enjoying the University of Tennessee's program, our own deputation, headed by L. E. Terrell, presented a well-received program at Limestone College.

### "The Cabin"

"The Cabin" is a familiar haunt to every Clemson man. Its purpose is to stand ready for any group that wishes to use it for socials and weiner roasts. The rafters, large fire place and site on the river bank make it a popular place. Every week companies, councils, Boy Scout troupes and clubs make use of this advantageous spot. The "Y" is glad to be of service in rendering the cabin available to those who wish to use it.

### "Shoot The Show"

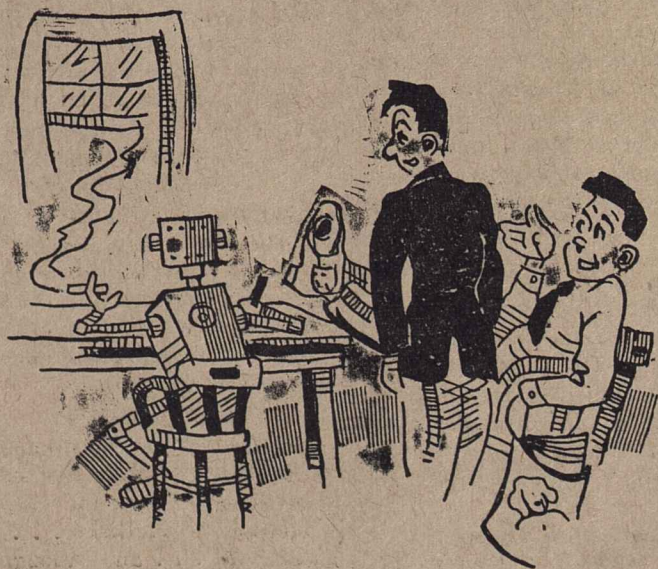
Two "four star" movies head a group of gala attractions for the coming week. Saturday's contribution is "Stage Door," starring Katharine Hepburn and Ginger Rogers, while Thursday "Rosalie," with Nelson Eddy and Eleanor Powell, holds the spotlight. Friday, the twenty-fifth, is slated for "Forty Five Fathers," and Saturday's free attraction is "Her Husband's Secretary." Monday brings "Fit For a King," and Tuesday Kay Francis stars in "A First Lady."

### WARD SPEAKS

Dr. J. E. Ward, Jr., head of the Clemson Economics department, will speak at the Aiken County Teachers Meeting in Aiken tonight.

## AS YOU WERE

By Stubb



I've Got Him Doing My Calculus

## Extension Men Aid In State Referendum

By R. Braithwaite

Arranging for and helping farm committees stage a referendum vote throughout South Carolina on the question, "Do you favor marketing quotes for cotton in 1938?" will keep the Extension Service of Clemson College very busy from now until March 12th.

Under the Federal Agricultural Adjustment Act of 1938, which was approved by President Roosevelt on February 16th, these quotes are automatically in effect unless in this referendum more than one-third of the cotton growers voting indicate opposition to the establishment of marketing quotas.

The House of Representatives of South Carolina, as evidence of the great interest in this subject throughout the state, invited representatives from Clemson College to explain the details of the new bill. Dr. D. W. Watkins, director of the Extension Service at Clemson, and Mr. R. W. Hamilton, specialist in charge of the Agronomy Division of extension work, went before the House February 23rd to comment on the act.

A general educational meeting, attended by all county farm demonstration agents, assistants in agricultural conservation, and one or more committeemen from each county, was held in Columbia today and will be continued tomorrow. The general objectives of the new farm bill are to continue and perfect agricultural adjustment programs which heretofore have been carried on under another act. The extremely large crop of cotton produced last year in the United States plus the carry-over has resulted in a supply of about 25 million bales, whereas a normal supply would be about 18,200,000 bales. This over-supply has acted as a depressing influence in the market, thereby preventing the conditions on cotton farms from returning to normal.

### JOBS

Dr. H. P. Cooper, director of the Clemson Experiment Station, spoke recently to the Kappa Alpha Sigma on "How are You Going to Secure a Job After Graduation." After giving several helpful hints, he told of the hardships likely to be encountered in searching for a position.

## Town Topics

D. A. R.

Mrs. F. H. H. Calhoun, past state regent of the D. A. R., spoke at the recent "Chapter Day" meeting of Andrew Pickens chapter, held at the home of Miss Cornelia Graham.

### STAG

Dr. Lee W. Milford entertained a number of his friends at a stag dinner at his new home in Cherokee Woods Thursday, Feb. 17.

### RECITAL

The pupils of Mrs. David E. Barnett's piano class held a recital at her home Sunday, February 20. The parents of the pupils participating in the recital attended.

### KILTIES

The Calendonian Quartet (The Kilties), Scottish entertainers from the Cincinnati Bible Seminary, presented a program of music and songs of native Scotland at the Calhoun-Clemson High School auditorium February 22. Proceeds from this presentation go to the replenishing of the school library. The quartet was composed of Howard Benedict, first tenor; George Rule, second tenor and trumpeter; Robert Campbell, first base; William L. Nimmons, director, second base and bigpiper; and Robert Dillenger, pianist.

### ILL

Friends of Mrs. Carrie Goodman will regret to learn of her illness.

### RECUPERATING

Mrs. J. D. McLachlan, wife of Dr. J. D. MacLachlan, is recuperating from a long and rather serious illness. She was confined in a hospital in Boston, Mass., for some time and was recently removed to Nova Scotia.

### TACKY PARTY

Mr. and Mrs. Weston Goode gave a tacky party Thursday evening in the Y. M. C. A. parlors. Approximately three hundred campus guests danced and made merry to the music of the Jungaleers.

Miss Helen Morrison and Miss Lucia Huggens won feminine honors; Joe Sherman and George Fields were the winning men in the "tacky costume" contest.

### FELLOWSHIP

Dr. S. B. Earle, Dean of Engineering; Dr. G. H. Aull, head of the Department of Agricultural Economics; Dr. George Wise, associate dairyman of the Clemson Experiment Station staff, and Professor J. P. Lucas of the Clemson English Department, were elected to membership in the Fellowship Club, a local Civic Club, at its last weekly meeting.

### WARD

Mr. J. E. Ward, of Norfolk, Va., is visiting his son, Dr. J. E. Ward, Jr., head of Economics Department. Mr. Ward, who is recovering from injuries suffered in an automobile accident, will remain on the campus for an indefinite period.

## Future Farmers Elect Officers

Second semester officers of the Clemson chapter of the Future Farmers of America were elected Monday night, Feb. 21.

Those elected are: W. W. Rush, of Camden, President; H. L. Beach of Walterboro, vice-president; F. M. Whitlock of Erwin, Tenn., secretary; T. B. Ardis of Dalzell, reporter; W. H. Stokes of Greer, Treasurer; G. A. Stoudemire of Little Mountain, monitor. Professor B. H. Stribling is the faculty advisor.

The Future Farmers of America membership which is open to all sophomores, juniors, and seniors, is a national fraternity for future teachers of agriculture.

## KLUGH REMINISCES:

## And Reporter Gets Bird's Eye View Of Good Ole Days

By R. B. Marshall

Feeling again that he was once again one of the corps, and commencing with his characteristic humor, Professor W. W. Klugh last week spoke to the E-1 Freshman Forum about his "rat" year here at Clemson.

It was on July 5, 1893, that the first class to enter Clemson College, arrived on the campus. A "greener" bunch of boys could hardly be found. Professor Klugh, then merely W. W., was there.

The following day saw this same gathering herded into the chapel where a meeting was held in the presence of a faculty that was as self-conscious as the students. Midst the confusion it developed that there had to be someone to volunteer to be Freshmen. Along with several other hardy souls, Professor Klugh gave his services.

Entrance exams for Professor Klugh consisted of two questions dealing with simple mathematical problems, while the other professors accepted him without asking a single question.

His first room in barracks was located on a hall where the new mess hall now stands. "Sling" it was called. It was on this hall that he spent many weary hours parading before the upperclassmen who probably were the originators of the term which has since become attached to those who take their hazing too seriously.

In the mess hall there were times when the addition of a few more flies surrounding the "bull" could have enabled it to "take off."

the grits were muddy because of the new plumbing, and the rice could easily have broken many a sound tooth. The expression, "Shoot the bull," was taken literally, and with no table cloth to hinder it on its flight, the plates were easily shoved from one end of the table to the other, often gaining enough momentum to miss the intended receiver and land with a terrible clatter on the floor.

Punishment took the form of walking off demerits around a "bull ring" with rifle on shoulder, and a military air prevailing at all times. It was not infrequent to see students busily digging up the stumps of old trees on Bowman field as part of their "lab" duties. Professor Klugh admits that he has strained many a muscle on such a job.

The memory of his "rat" year remains vivid in the mind of Professor Klugh, and though he remembers many a paddling, he would not have wanted to miss his experiences for all the money in the world. To the students of yesteryear, we of today are just a bunch of "old softies."

### ABSOLUTELY FREE

During this Advertising Campaign, NEW MOVIE-MATIC, all purpose 3-IN-1 CAMERA. Included with this remarkable Movie-matic all purpose Camera—a Keystone Motor Driven Projector. It's simple to get. Merely show the camera and projector illustrations to your friends, neighbors, associates, etc. . . . and explain to them how they can obtain them, at NO COST TO YOU. Write TODAY—Right Now!—Enclose 3c Stamp for details of this amazing offer. Learn how to get these wonderful values without a cent's cost to you.

MASTER DISTRIBUTING CORP.  
18 ast 48th St New York City

### Announcing The Opening Of

## The New American Shoe Shop

(Formerly Dillard's Shop)

We Will Be Open And Ready For Business

March 1. . . . A New And Modern Shoe Shop

Completely Equipped To Give Fast And

Reliable Service . . .

CLYDE BARKER, Manager

### Compliments of

## CLEMSON COLLEGE LAUNDRY

## HEYWARD MAHON COMPANY

"Greenville's Finest Store for Men"

## Headquarters for Clemson Men

Main at North Street



# The Tiger

Founded by the class of 1907 and published weekly, during the college session, by the corps of cadets of Clemson A. & M. College

Entered as Second Class matter at the Post Office, Clemson, South Carolina

Member South Carolina College Press Association

1937 Member 1938

Associated Collegiate Press

Distributor of  
Collegiate Digest

REPRESENTED FOR NATIONAL ADVERTISING BY  
National Advertising Service, Inc.

College Publishers Representative  
420 MADISON AVE. NEW YORK, N. Y.  
CHICAGO - BOSTON - LOS ANGELES - SAN FRANCISCO

## EXECUTIVE

J. CORNISH WILKINSON ..... Editor-in-Chief  
W. R. CHEVES ..... Associate Editor  
O. F. MORGAN ..... Associate Editor  
B. N. SKARDON ..... Managing Editor  
J. WALKER OWENS ..... Business Manager  
M. M. MOTES ..... Circulation Manager

## REPORTORIAL

T. B. YOUNG ..... News Editor  
B. O. CANTEY ..... Sports Editor  
J. K. SMITH ..... Feature Editor  
A. W. SANDERS ..... Exchange Editor

Staff Reporters: W. B. Wade, G. M. McMillan, F. C. Mills, G. M. Turner, Richard Braithwaite, James McMillan, Tom Lawton, Frampt Durban, J. E. Schmidt, L. A. Grayson, Boyce Burley, J. D. Ivey, Barney Marshall, R. G. Forsythe, N. V. Gore, Bob Cannon, Earl Mazo (these are tentative).

T. E. STANLEY ..... Cartoonist  
J. B. "BUNNY" LEE ..... Staff Photographer

## BUSINESS

W. D. WOOD ..... Advertising Manager  
S. J. SHURTLEFF ..... Freshman Assistant

## GLEE CLUB

The Clemson Glee Club has proven itself worthy of the support of the Clemson student body.

The concert the organization presented Tuesday night was little short of inspiring. Under the direction of Mrs. Harold Cochran it has practiced, acquired its music library, weathered storms that have wrecked many previous glee clubs—all with no outside assistance.

The Tiger commends the efforts of the Glee club. It recommends adequate college and corps recognition for this organization.

## ACTIVE FRESHMEN

A "live" class of seniors should be the lot of every college; active, intelligent juniors and sophomores are an asset; but a freshman class overflowing with initiative, cultural interest, enthusiasm for college betterment—that can be termed an answered prayer for any institution. Clemson's class of '41 is such a group.

At the beginning of this school year there was no organized dramatic efforts, no glee club, no active forensic organizations on the campus. Today these activities which are so vital to a well balanced college education are a reality.

The freshmen are producing their play; freshmen form the majority of the glee club membership; five of the eight Clemson varsity debaters are freshmen.

With this foundation we need not fear for Clemson's future.—E. M.

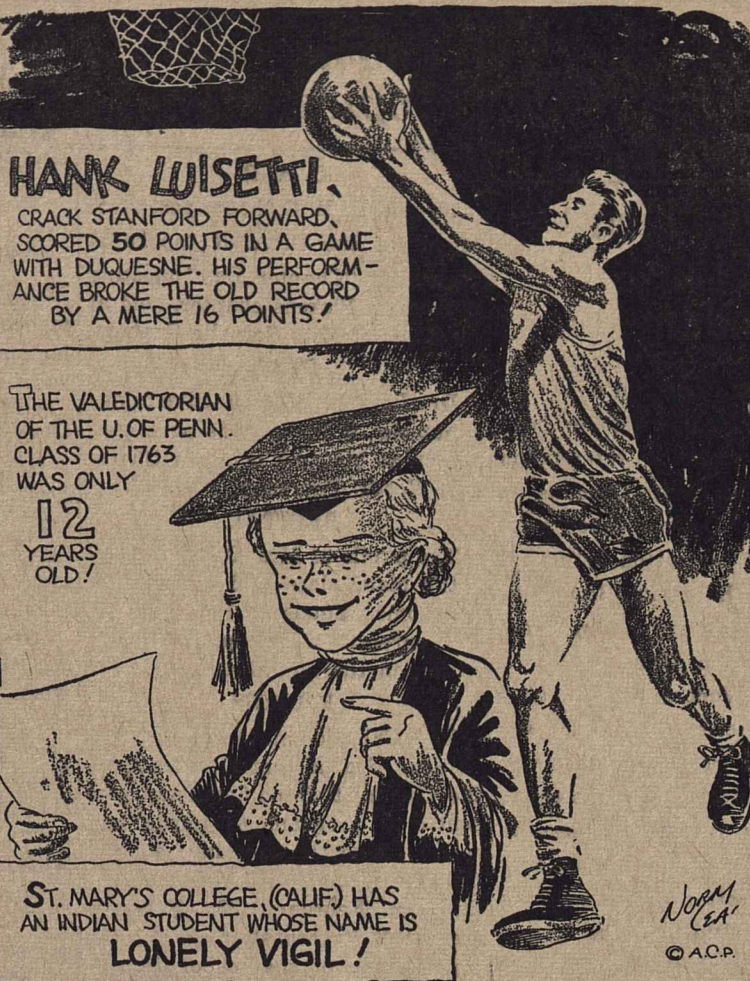
## PRECEDENT

Tomorrow night the freshman class brings to the college chapel the first student dramatic production witnessed by a Clemson audience in many a year.

With a cast composed entirely of Clemson freshmen, Journey's End, according to stage door reports, is slated to prove very successful here.

The Class of '41, in presenting this dramatic bit, intends setting a precedent and a standard which will be the goal of Clemson freshman classes of the future.

"Indifference to human personality constitutes a much more serious aspect of undergraduate life than sex." An article in the Harvard Advocate, student monthly, maintains that sex is a "minor" problem and laid most cases of maladjustment at Harvard to this indifference.



**HANK LUISETTI.**  
CRACK STANFORD FORWARD,  
SCORED 50 POINTS IN A GAME  
WITH DUQUESNE. HIS PERFORMANCE  
BROKE THE OLD RECORD  
BY A MERE 16 POINTS.

THE VALEDICTORIAN  
OF THE U. OF PENN.  
CLASS OF 1763  
WAS ONLY  
12  
YEARS OLD!

ST. MARY'S COLLEGE, (CALIF.) HAS  
AN INDIAN STUDENT WHOSE NAME IS  
LONELY VIGIL!

## So They Say--

IN LETTERS TO EDITOR

Dear Editor:

It was with whole-hearted approval that I read your editorial of last week, and in answer to your appeal to Clemson alumni for suggestions regarding this matter I feel that there is much to be said relative to the ring situation as it exists at Clemson today.

Two years ago the senior class proposed a resolution that would prevent any Clemson student from receiving his class ring until he was definitely in line for graduation; e. g., this proposal would not allow the awarding of class rings until the seniors' second semester was well underway, and then only with the approval of the registrar that the senior was eligible for his diploma. This proposal in 1936 met with widespread approval from both Clemson graduates and officials; in fact, the resolution was supposed to have gone into effect the following year. Yet, the matter was left in the hands of the students, and, consequently, the same old custom of "Junior Class Rings" exists today because the matter was left up to the students, and no enforcement of the supposed resolution was forthcoming from college officials, the only logical body to enforce such a proposal. It is our purpose not to criticize the officials alone, but also the alumni for not taking some effective steps heretofore. It is quite obvious from the actions taken by previous junior classes, in whose hands the matter has always rested entirely, it pleases me to remind you, that there is a dire necessity in taking the matter from the students.

At this point the appropriate question of "Well, what is all this argument and seemingly unnecessary drivel about?" Just this, to most of us, the graduates of Clemson, our ring means more than an ornament to wear on the finger; rather, it is a reward for four years hard work and study, and it signifies the success that we as individuals have attained in countless moral, physical, and mental tests encountered within the course of our college careers. Naturally when the ring is a symbol to such accomplishments we do not like having its value lessened by seeing it worn by other persons who have not acquired the coveted diploma. I mean specifically those numerous students who leave school after receiving their rings in the first semester their junior year without completing the requirements necessary for graduation. Far be it from our purpose to disown those Clemson men who have to drop out before finishing, and it is not intended that any such intimation should be construed. They are all loyal Clemson men and just as much members of the great "Clemson Family" as we; however, it is not right that they should wear the same symbol of accomplishment—perhaps there may be another method devised by which they may be identified as having been actively connected with Clemson—but not by wearing the ring which bears the class numerals and the "B. S."

With only a simple enumeration of these fairly obvious facts, and there are others, it should not be difficult for most of us to realize that there is "sufficient importance to this matter for it to be pushed into other channels"; that is, it should be a matter left entirely up to the officials of Clemson College as to whom should receive class rings, and when.

The faculty, officials of the college, students, and alumni should take cognizance of the situation now existing and make some effort to remedy a matter which is lessening the value of our diplomas, rings, and quite possibly reputations as graduates of Clemson. You are quite liberal in offering these parties the benefit of editorial space in order that an apparent fallacy in past activities may be brought to light, and individuals concerned should certainly avail themselves of the opportunity to express their ideas either pro or con in an attempt at correction. At any rate we all should coordinate our efforts in checking this devaluation of both ring and diploma, and set our goal always for a greater Clemson.

Yours for prompt abolition of the Junior-Ring-custom  
Joe D. Kinard  
Class of 1936

## Talk Of The Town

The brightest note of the past week was the Army's little announcement that there would be no Inspection Saturday. That makes everything just lovely for when the nervous strain of Friday night wears off we'll be ready for the Bromo. First we're going to trek over to the fieldhouse and watch our favorite basketball team vie with Citadel's bulldogs, then we're going to see the freshmen put on that stirring drama — Journey's End, and to cap things off we're going to ease down to the Y and join the Limestone ladies in a social whirl. Gad what a night for our dyspepsia.

### Bargain

Just in case you're interested, already bought our little ticket and we are planning to be right on the front row when the curtain goes up on the freshman play. The lads have worked hard, and under the guidance of Professor Lucas they have striven to master the roles of Sheriff's play. Even if we weren't particularly interested in dramatics, we would go after overhearing one of the actors muttering in the wings: gad, it cost \$25,000 to kill a soldier in the World War and in this play you can see a whole dug-out of officers blown to hell for two-bits.

### Everybody's Posin'

Despite the inclement weather the camera lads have been on the loose and more than one prof has been spied scurrying for cover. In fact our news sources reveal that the professors have reacted very favorably toward the Tiger snapshot contest. Of course we don't believe all the reports that we hear, but it did us no end of good to hear that since some of the better candid camera fiends were architects Fitz was wearing a new boulenneire every day and Andy was wearing pants and coat that matched.

### Reference

Though the Army papers sorta got us down last week, it cheered us no end to hear about the lad who, when asked to list his references (page 3, paragraph 7, etc. etc.), put "Denny's paper," "Farmer's paper," "Taylor's paper" and so on.

### Weeks Outstanding Cadet

Junior Architect Geer who had to sit in the show a whole extra hour the other night waiting for the O. D. to go away.



—that All (that's All, ha, ha) crawled out of the doghouse long enough to take in the Fats Waller dance in Greenville the other night and said he was having fun until he got stood up on the third no break and all Oscar knows about it is that he came back to school walking with a stick.

—OSCAR SAYS—

—that our only coed (thangod) is beginning to look like enough people to start a sorority or something and when Oscar starts seeing her in more than two places at once he's either going to throw in his only towel and quit school or give Slim that half-pint he's been saving for Finals.

—OSCAR SAYS—

—that Capt. Aichele, who should know better, is conducting a weekly tour to Brenau and by the first of April should be helping them open that house they have so much trouble with down there every week or so.

—OSCAR SAYS—

—that silly things he's seen includes Courie (nuff said) busting a freshman for not saluting him in his O. R. C. uniform which he wears on Tuesdays and alternate Thursdays down around the Y trying to look like George Raft with an army class to teach somewhere.

—OSCAR SAYS—

—that after the second night (by popular demand) of "Circus Solly" producer Stokes is thinking of changing his name to Kid Harland and transferring his membership from the Pre Med Club to a theatre guild somewhere when he gets to be a big boy.

—OSCAR SAYS—

—that what with Birch, Journey's End and all the other legitimate entertainment we've been getting around here lately, Holtzy is about ready to holler uncle and close up the picture show and your correspondent thinks that instead of a new barracks, what we really need around here is a marquee and box office for the chapel.

—OSCAR SAYS—

—that "Scavenger" Hunt was cutting a wide swathe with the younger set over at Pendleton while he was business manager for the Architects trip to New Orleans but since they called it off, he's confined his social activities to walking to the P. O. with Tarrant and trying to avoid as many of the boys as possible.

—OSCAR SAYS—

—that there's very little he can add to what's already been said about the Plymouth that "Tricky" caught on the down beat last week except that his loyalty makes him glad it wasn't another Zephyr and he wonders if Mazo thinks it's as far to Charleston as he used to.

—OSCAR SAYS—

—that he's seen Colonel Bell lead the Brigade upon numerous occasions, but he sincerely regrets that he wasn't at the recent Cotillion dance to see him lead the "little apple" formation with Peg Williams.

—OSCAR SAYS—

—that the high command should certainly hear about the bevy of 200 pound beef trusters seen riding in the Cadillac (CDA Vintage) and he wonders whether or not T. S. McConnell will admit that for once he was floored.

—OSCAR SAYS—

—that High School Bob Bailey has two additional reasons for staying on the campus over the weekends in addition to McGinty . . . yard engine, 13 . . . and though he can't divulge the names, the clue to each is "rock-a-bye" baby and "number please."



# Bengals And Bulldogs Scrap For State Crown

## Trailing The Tigers

BY BEN CANTEY

This week-end the eyes of all sports lovers in the Southern Conference will be turned to College Park, Maryland, where the Southern Conference boxing tournament will be in progress. This tournament will bring together some of the best collegiate boxers in the country, and capacity crowds are expected to be on hand for all of the matches.

Coach Bob Jones, coach of the Clemson team, has sent his entire team of eight men to College Park and it is expected that they will all give a creditable account of themselves. Tiger boxers given better than an even chance to come through with conference championships are Teddy Boselli, bantam-weight; Ripper Murray, finalist last year, featherweight; Russell Dorn, defending champion, senior welterweight; and Bill Cason, quarter finalist last year, middle-weight.

### Great Falls Greyhound

As this week's Tiger goes to press, the records show that Banks MacFadden, sensational sophomore center of the Tiger basketball team, stands third in the conference scoring with a total of 150 points to his credit in conference games played this year. The only two men ahead of the Bengal center are Waller of Wake Forest with 159 points, and Mann of N. C. State with 152. If Banks gets "hot" tomorrow night against The Citadel, it is possible that he will finish the season ahead of both of these men. Bob Cheves, sharp shooting forward of the Tigers, is tied at ninth place with Ruth of North Carolina, both men having a total of 102 points.

### Racquetters

The Clemson tennis team has started practice in preparation for the tough schedule that they are to play this year. Coach Hoke Sloan has a formidable array of racket wielders representing Clemson this year, and they are expected to really go places in the matches to be played this year. The most promising members of the band now working out include Bill Mitchell, Stewey Campbell, Bo Hudgens, Framp Durban, Thurston Bagnal, Carol Smith and Bill Wade. Scrapper

Warren Wilson, Clemson freshman, is going great guns in the National A. A. U. Golden Gloves boxing tournament. Wilson, a Georgia boy, won out in Atlanta some while ago, and he is now in New York fighting. Wilson, a light heavyweight, went to the semi-finals last year and he continued his winning ways last Monday night by taking a decision, and we wish him luck in his forthcoming fights.

### NEELY

W. Glenn Neely, graduate in Dairy class of '32, who recently visited the campus, is now the sales representative of the Farm Equipment Company, with manufacturing headquarters in Rock Hill, S. C.

## Bengals Trip Cats In Conference Thriller

The Clemson basketball team clinched a place in the Southern Conference tournament by defeating the Davidson Wildcats 35 to 34 in one of the most exciting games of the season.

Davidson held on to the lead all the first half, but Clemson went into the lead in the second half, Davidson tying the score 34 to 34 with three minutes to go. Davidson then missed two fouls, and Cheves made one for Clemson and the game ended in Clemson's favor. Cheves dribbled the ball for the last 30 seconds of play.

## Aquabats Begin Round Robin Tourney

Clemson's intramural round robin swimming tournament is scheduled to begin April 1. Companies winning their respective battalion championships will swim against the other battalion in their regiment for the regimental championship, while a best two out of three series will be swum to determine the brigade championship.

All cadets are eligible for this tournament except members of the freshman and varsity swimming squads. Company teams are urged to begin practice as soon as possible in order that they will be in shape by April. The Y. M. C. A. pool will be available each afternoon and night for intramural practice.

## Ardis Named Secretary

T. B. Ardis was elected secretary of Alpha Tau Alpha, Vocational Agricultural Education Fraternity, Tuesday, February 17.

Ardis succeeds R. H. Martin of Simpsonville who graduated at the termination of the last semester. Martin received his diploma with honors after attending Clemson for two and a half years and three summer sessions.

Ardis is a Junior taking Vocational Education, and a sergeant in the R. O. T. C.

### ORR

S. M. Orr, Jr., class of 1936, was recently given a position with the Duke Power Company in Winston-Salem, North Carolina.

## Davismen Out For Revenge Tomorrow

Friday night Clemson basketball fans will witness one of the season's feature contests as the Bengal Basketeers and the high-flying Citadel Bulldogs fight it out for the state championship. Fresh from recent victories over Davidson and Furman respectively, the quintets are ready for the opening whistle at 7:30.

Centering their fast-breaking attack around the lanky, high-scoring sophomore center, McFadden, the Davismen are out to avenge a close two-point defeat handed them by the Bulldogs in a recent Charleston invasion. Cheves, Kitchens, Bryce, Magee are expected to start with Flathman and his roughhouse crew of Moorman, Bagnal, Thomas, and Prauser ever ready to take over.

The Citadel quint which has startled both state and southern conference circles with their brilliant last-minute victories over supposedly better opponents are primed to safeguard their one-and-a-half game lead in the state race. Paced by Freeman and Burrows the lads from the city by the sea present a ball-handling quint which is dangerous every minute of the game. Capable of sinking shots from most every conceivable angle on the court, the fast Bulldog forwards pack a real threat to Clemson's title aspirations.

## Marksmen Lose Second Tilt To Georgia

In their second shoulder-to-shoulder match of the season, the Clemson sharpshooters, led by Captain Law, bowed to the Georgia Bulldogs and the Georgia Tech Yellow Jackets last Saturday afternoon on the ROTC range at Athens, Ga.

The totals for the three teams, each shooting seven men, with a total possible of 2800 points per team, were:

Tech—2457.  
Georgia—2409.  
Clemson—2369.

With Crumley as high man for Clemson, scoring a total of 349 and Law placing with 347. Hagney, of Tech, was high man of the match, plugging the bulls for a 370, followed by Mathews of Georgia with 357.

## Alumni Notes

### DUGGAN

The appointment of I. W. Duggan, former Clemson student and instructor, as director of the Southern division of the A. A. A., was announced Saturday, February 19.

After his graduation from Clemson Mr. Duggan studied at Ohio State University; on completion of his graduate course he returned to Clemson as an instructor, later going to Mississippi State College to teach. He has been an economist with the A. A. A. since 1934.

### RHODES

F. K. Rhodes, now with the Appalachian Car Company in Huntington, West Virginia, visited his friends on the Clemson campus Monday, Feb. 21.

### CRIDER

Professor T. J. Crider, former member of the Horticulture staff at Clemson, and now employed by the Soil Conservation Service, was a recent visitor on the campus.

## TENNIS TOURNEY

Hoke Sloan, Clemson tennis coach, recently announced that the team elimination tournament will begin shortly.

The coach said that all interested cadets should see him at the Hoke Sloan store at Clemson and register for the matches immediately.

Freshmen netmen may register too, but not for the tournament.

## Duke University SCHOOL OF MEDICINE

DURHAM, N. C.

Four terms of eleven weeks are given each year. These may be taken consecutively (graduation in three and one-quarter years) or three terms may be taken each year (graduation in four years). The entrance requirements are intelligence, character and at least two years of colleges work, including the subjects specified for Grade A medical schools. Catalogues and application forms may be obtained from the Dean.

## McFadden Leads Bengals To Victory

The Clemson basketball team bettered their state and Southern Conference records last Saturday night by defeating Carolina by the score of 58 to 37.

Clemson took the lead in the beginning of the game and never relinquished it. The Tigers were leading at the half by a score of 32 to 14. Banks McFadden, sensational Bengal center, was high scorer of the night with 27 points to his credit. Hutto, of Carolina, took second place honors by racking up 18 points.

### COUSAR

Harold N. Cousar, of the Dairy class of '36, recently attained a position as field representative of the Del Val Separator Company, with headquarters in Mayfield, Kentucky.

## Stewart-Merritt COMPANY, INC.

### Clothiers

Established 1907

Greenville, S. C.

New 1938 Spalding & Dunlop Tennis Balls 90c

New Tennis Rackets \$3.50 And Up

Tennis Racket Restringing \$2.50 Up

Notice R. O. T. C. Juniors and Seniors Buy On

Your April Check at

## HOKE SLOAN'S

Clemson, S. C.

## Cadets!

THE FIRMS ADVERTISING IN

## "THE TIGER"

ARE FRIENDS OF CLEMSON AND ARE DESERVING OF YOUR PATRONAGE

## The Clemson Grill

### A Better Place To Eat

CLEANLINESS — COURTESY — SERVICE

Clemson, South Carolina

## ROLLS DEVELOPED

Any size roll kodak film developed, eight never-fade Velox prints for only

Low prices on candid film. Handy mailing envelopes furnished.

VALUABLE PREMIUMS GIVEN

MAIL YOUR FILMS TO

Jack Rabbit Co.  
SPARTANBURG, S. C.

25¢  
(COIN)

Cut Flowers — Corsages — Wreaths

Flowers For Every Occasion

## Wakefield Flower Shop

Anderson, S. C.

Represented At Clemson By  
HARRY GEISBERG  
Room 1000



## In The Groove

ART SHAW—(Brunswick)

**Monsoon.** From Shaw's own pen. This piece lives up to its name as far as the descriptive title goes. The mood is soft, warm, and sustained. Backed by a very capable band Shaw's clarinet passages will give you a great lift. King Goodman should look to his crown.

BOB CROSBY—(Decca)

**Fidgety Feet.** Even if this "Band within a band" is about to turn into a craze that will equal the "Big Apple" as long as they are as good as Bob's "Bob Cats," let them come. These dispensers of Dixieland take this old-time and and turn out some very excellent dance rhythm.

BENNY GOODMAN—(Victor)

**Bei Mir Bist Du Schoen.** The famous quartet has added two other members of the band for the cutting of this plate. Trumpeter Ziggy Elman and Vocalist Martha Tilton assist in turning out two more sides of this ditty. The second is recommended.

## Bungaleers Rise From Musicians Ranks Threaten Supremacy Of College Bands

### Careless Cadets May Lose Gals' "Sugar Notes"

By Barney

Evidently the spring-like weather that this section has witnessed in the past two weeks has had its effect.

Another orchestra, the "Bungaleers," mothered by the Jungaleers, has "budded" into existence.

Dick Pollitzer, drum major of the band and leader of the "Bungaleers," when questioned about the new outfit says, "You ain't heard anything like it. In our own unfathomable style, called "Jam Satis," we shall drive Goodman from his throne in the world of swing."

The idea of having another swing band on the campus has been a bubble in the minds of several campus musicians for some time, but the bubble broke last week when the Jungaleers were offered two jobs on the same night. The "Bungaleers" sprang into being over night, and were given one of the contracts.

#### Personnel

The following cadets make up the "Bungaleers:" saxes, J. M. Speights, J. E. Cannon, W. E. Duval; trumpets, W. Leonhirth, C. F. Speiseger; trombones, D. G. Adams, C. L. Simmons; rhythm, R. G. Pollitzer, M. V. Osteen, and Henry Martin.

#### CORRECTION

Due to a typographical error, the name of M. B. Camac, superintendent of schools in Ware Shoals, was printed as M. B. Crane in the last issue of the Tiger. The staff wishes to make this correction.

## LITTLE ADS

The Tiger will have a classified ad column next issue.

Rates are: 10c per line, two line minimum.

Ads will be taken in person or by phone during office hours at the News Bureau office, Main Building. Office hours: Daily except Saturday and Sunday, 4-6; 6:30-8:30. Phone 13J.

Fees must be paid in advance.

## Wilkinson Named Quartermaster

Sergeant-Major H. J. Wilkinson of the commandant's office, was recently appointed quartermaster and army property manager at Clemson.

Sergeant Wilkinson assumed the duties of quartermaster in addition to the Sergeant Major work upon the death of Sergeant Harley West some months ago.

## Observer Printing Co.

BOOK AND COMMERCIAL PRINTERS

PHONE 3237

33 W. McBEE AVE.

GREENVILLE, S. C.

D. W. Hiott, Owner

D. C. Mitchell, Mgr.

CLEMSON UNIFORMS ARE MADE BY

**WILLIAM C. ROWLAND, INC.**

PHILADELPHIA

VISIT

**The Calhoun Soda Shoppe**

WHEN IN ANDERSON

(In Hotel Calhoun)

# 3 point landing



When a plane lands on all three wheels... that's called a perfect landing

... and when you land on Chesterfields you find the three points of smoking pleasure... all you look for in a cigarette

**MILDNESS** that's refreshing  
**TASTE** that smokers like  
**AROMA** that makes you downright hungry for a smoke

*You'll find* **MORE PLEASURE**  
*in Chesterfield's milder better taste*



Weekly

Radio Features

LAWRENCE TIBBETT

ANDRE KOSTELANETZ

PAUL WHITEMAN

DEEMS TAYLOR

PAUL DOUGLAS